

Review on international congress*

Title of the International Conference:	<i>XX CROMAR Congress MARKETING IN KNOWLEDGE SOCIETY AND CONTEMPORARY BUSINESS REALITY</i>
Organiser(s):	<i>CROMAR (Croatian Marketing Association) and the Faculty of Economics, University of Rijeka</i>
Date:	<i>25th-27th October 2007.</i>
Venue:	<i>Hotel Jadran, Rijeka, Croatia</i>
Language:	<i>Croatian, English</i>
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Conference website:	<i>http://www.efri.hr/english/prikaz.asp?txt_id=4280</i>
Conference material:	<i>Conference Proceedings was published in the CD with ISBN number and Book of abstracts was published in print with ISBN number.</i>

XX CROMAR Congress entitled “*Marketing in knowledge society and contemporary business reality*”, organized by CROMAR (Croatian Marketing Association) and the Faculty of Economics, University of Rijeka, was held in Rijeka from 25th-27th October 2007. The Congress was supported by the Ministry of Economy, Labour, and Entrepreneurship.

The main purpose of the Congress was to promote knowledge on marketing amongst scholars by disseminating new research findings and by encouraging the evolution of new research topics. This year, following the logic of progressive development, for the first time CROMAR Congress grew into becoming an international event. International Programme Committee and Board of Reviewers consisted of Croatian academics and academics from John Carroll University, US, University of Western Australia, Australia, University of Pecs, Hungary, Arizona State University, US, University of Sarajevo, Bosnia and Herzegovina and University of Ljubljana, Slovenia. The Congress furthermore offered an opportunity for knowledge transfer and interaction between academics and practitioners. The exchange of marketing thoughts from the scientific and the business environment was deeply rooted in the core activities of the Congress. Hence, the Organising Committee itself, consisted of both successful practitionaires and respectful researchers.

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This thought-provoking event was a blend of different activities including scientific paper presentations, undergraduate students' project competition, best bachelor thesis competition, the biennial meeting of CROMAR as well as the marketing books exhibition. It offered a platform not only for exchange of knowledge about developments in marketing management but also for informal exchange and networking between delegates. Overall, 58 papers were presented at the Congress and published in the accompanying Proceedings. Out of all the papers, 37 were categorised as scientific and 21 as professional. Researchers and practitioners from abroad contributed with more than one third of the published papers. They came from Slovenia, Bosnia and Herzegovina, Hungary, Romania, Germany, Finland, the UK, the USA, Japan and Russia. Finally, a good balance between the academic and practical contribution was also achieved. There were 36 papers from the academia, 12 from practitioners and 10 were the outcome of their mutual cooperation.

Apart from paper presentations an especially interesting event was Books exhibition, intended to present the quantitative and qualitative development of marketing in Croatia. Altogether, 150 books by Croatian marketing scientists were exhibited. They are the unbeatable evidence that already five decades ago marketing entered Croatian scientific discourse, and ever since it played a growing role in the business science field. The earliest dated book presented at the Congress (Rocco, F., Obraz, R.: *Istraživanje tržišta*, Informator, Zagreb) was published in 1960.

The general conclusion of the Congress is that marketing science in Croatia evidences important quantitative and qualitative development with the increased interest of younger scientists to research and contribute the field. High quality work with students proved to result in very professional and applicable student research papers and projects and gave support to the idea of directing more professional energy in that direction. It was also concluded that many scientific projects sponsored by the Ministry of Science, Education and Sport focus on marketing problems, which indicates further progress of marketing science. The Congress reminded of the need for tighter cooperation among academic and market subjects in solving business problems and establishing theoretical models. The need and the opportunity to publish books covering syllabus of undergraduate and graduate marketing programmes was also discussed and acknowledged. Finally, XXth CROMAR Congress proved to be a great opportunity for an open discussion on the latest theories and practices as well as a meeting place for scientists and practitioners from the Region.

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